

Message Text

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12

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FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 1866

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FOR OIM/MOORE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: INSTRUMENTATION FOR INDUSTRY & SCIENCE

(1) INSTRUMENTATION FOR INDUSTRY & SCIENCE

(2) USTC, TAIPEI, MAY 20-24, 1974

(3) 20

(4) \$241,600.00

(5) \$2,800,000.00

(A) \$ 75,000.00 (1 NTM)

(B) \$2,725,000.00

(6) NONE

(7) NONE

(8) NONE

(9) N.A.

(10) 4520 (INCOMPLETE)

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(11) "PROMOTION WORTHWHILE FOR US FOR BOTH PRODUCT LINES. DEVELOPED PROSPECTS WE WOULD NOT OTHERWISE HAVE KNOWN ABOUT. WOULD WELCOME A REPEAT SHOW IN A YEAR OR SO."
"CONSIDERABLE INTEREST GENERATED AS RESULT OF PROMOTION. PROSPECT LIST PROVIDED AT EXHIBITION BRIEFING VERY HELPFUL. TRADE CENTER IS A GOOD EXHIBITION FACILITY - EXCELLENT FOR US."

"PROSPECT LIST VERY HELPFUL AS RESULT OF GOOD PROMOTION CAMPAIGN. EXHIBITION FACILITIES EXCELLENT, BETTER THAN AMPRO '74."

(12) AS HIS FIRST OFFICIAL FUNCTION, AMBASSADOR LEONARD UNGER OPENED THE USTC EXHIBITION AT 10:00 A.M., MAY 20. OVER 150 GOVERNMENT AND UNIVERSITY OFFICIALS AND BUSINESS-MEN WERE PRESENT AS THE AMBASSADOR, MARINUS VAN GESSEL AND GUEST OF HONOR, Y.T. WONG, BOTH PARTICIPATED IN OPENING CEREMONIES.

DR. DAVID B. CHANG'S PRESENCE AS CHAIRMAN AT THE ONE DAY SEMINAR CONTRIBUTED IMMEASURABLY TO THE SUCCESS OF THIS EVENT. FOUR SESSIONS, WITH TECHNICAL PAPERS PRESENTED BY OFFICIAL OF PARTICIPATING FIRMS, DREW 392 VISITORS. IN ADDITION TO VISITORS FROM BUSINESS AND INDUSTRY, MANY WERE ASSOCIATED WITH THE NATIONAL SCIENCE COUNCIL, RESEARCH AND DEVELOPMENT INSTITUTES AND UNIVERSITIES. ON WEDNESDAY, MAY 22, THE DAY OF THE SEMINAR, OVER 1300 VISITORS ATTENDED THE EXHIBITION. THE HIGHLY FAVORABLE REACTION OF VISITORS ON THIS DATE, INDICATES A ONE DAY FOUR SESSION SEMINAR SHOULD BE CONSIDERED FOR FUTURE TC EXHIBITIONS WHERE APPROPRIATE.

VISITORS TO THE FIRST TC SHOW REPEATEDLY COMMENTED THAT THE EXHIBITION WAS WELL STAGED AND PRODUCTIVE. THE CONCENTRATION OF SOPHISTICATED INSTRUMENTATION THAT COULD BE VIEWED AND DEMONSTRATED TO THE POTENTIAL BUYER WITHOUT INTERRUPTIONS FROM THE GENERAL PUBLIC DREW PRAISE FROM BOTH VISITORS AND EXHIBITORS. AT THE SAME TIME VISITORS REPRESENTING U.S. FIRMS IN THE R.O.C. CONTACTED TC OFFICIALS TO INSPECT THE FACILITIES AND

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ARRANGE FOR FUTURE BSP EVENTS. A US FIRM MANUFACTURING AUTOMOBILES PROPOSES TO USE THE FULL FACILITIES OF THE TC TO ANNOUNCE ITS 1975 LINE OF CARS.

FIRST TC EXHIBITION HIGHLY SUCCESSFUL WITH 80 PERCENT OF EXHIBITORS REPORTING IMMEDIATE SALES. ALL EXHIBITORS ACCOMPLISHED THEIR PRIMARY OBJECTIVE.
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